BUILD MORE BEAUTIFUL WALLS WITH STOCKWELL

Stockwell Wallpapers offer unlimited opportunity to breathe *life and personality* into structures of stone and steel. Every conceivable color, pattern, mood, depth and texture . . . to suit every architectural need. Scenics . . . Repeat Patterns . . . Flocked and Textured Wall Coverings . . . make *your* selection from the nation's largest and finest . . . Stockwell!

Stockwell
WALLPAPER

Shown ¼ Scale

fab-rik-o-na – THE DISTINCTIVE WASHABLE CLOTH WALL COVERING AVAILABLE FROM STOCKWELL

Decorative texture provides warm background—strengthens and unites walls—gives tough wear—resistant surface! Choose from over 30 colors in 3 different weaves:

Amerspun—great strength in a closer, more regular weave. Unusual color combinations. 30″ width.

Lynton—more delicate texture, like hand-loomed linen, in pastel colors. 30″ width.

Tapestry Burlap—bold and rugged. Combines the beauty of tapestry, the durability of burlap. 36″ width.

Fab-rik-o-na is specifically designed for the wear and tear of everyday living. Will not rip or scratch. Easily washed. Fade resistant. Absorbs and muffles sound. Particularly suitable for multiple dwelling, business and institutional use — although soft and lovely enough for homes.

Fab-rik-o-na completely fulfills all states requirements on flame spread. In recent tests by Southwest Research Institute, the flame front advanced from the basic 4′ point to 17′ in 2 minutes after the start of the 10 minute test. The flame then receded sharply to 5′ at 2½ minutes and held there for the remainder of the test. The point of maximum flame travel established the flame-spread rate of 67.0.

If you use Celotex — Any of Stockwell's fabric wall coverings mount beautifully on insulation board.

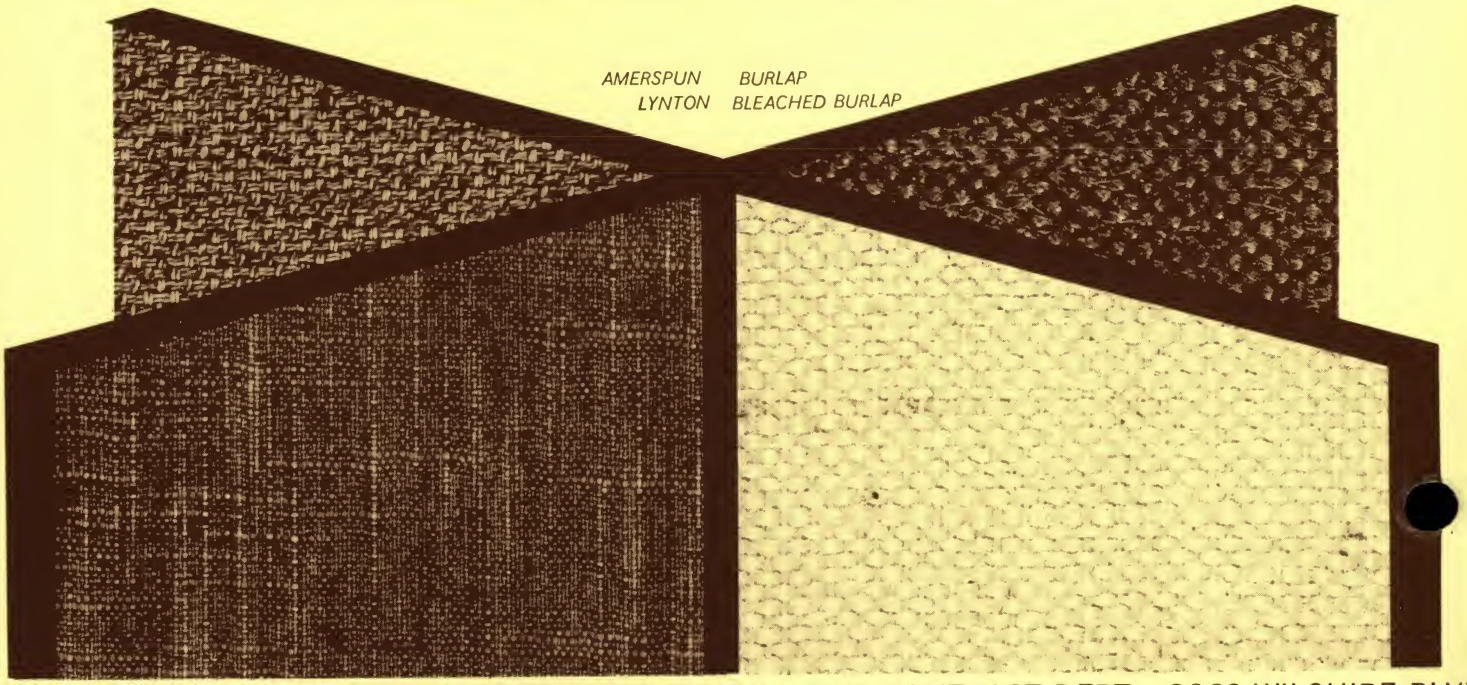
PREPARATION OF SURFACES

After walls have been plastered in accordance with specifications for plastering and are thoroughly dry, they shall be given a coat of Kling Kona Size (manufactured by the same company) which is ideal for preparing all wall surfaces to safely hold wall covering to walls. It is equally effective over paint, enamel or varnish, covers stains and when applied indicates hot spots, giving warning that treatment is necessary before applying wall covering. Fab-rik-o-na adheres perfectly to any type of wall — plaster, wood, metal, glass, cinder-block, cement, wall or plaster board, and can be used on surfaces which have previously been painted or varnished. Old walls shall be thoroughly cleaned and all cracks filled. All edges of cracks and patches shall be sandpapered to a smooth, level surface. Walls shall be made smooth and clean and sized as above described. If the fabric is not to be painted, it is customary to apply a good grade of lining paper, before hanging, allowing the paper to become thoroughly dry before applying the fabric. The condition of the wall determines the necessity for a lining. Where the wall is in good condition and free from stains and hot spots, the lining may be omitted. If the fabric is to be painted, no lining is required.

APPLICATION

The fabrics then shall be pasted to the wall with good, stiff, fresh flour paste. In the hanging, edges of successive lengths are to be butted after having been trimmed to a true, smooth edge. Printed directions packed with the goods when shipped are to be carefully followed.

Fab-rik-o-na Prepared Goods all have a backing which forms a firm bond with the face through a strong cotton or jute fabric. This backing means that the goods will stick firmly to the wall when pasted, the bond preventing the face from cracking and chipping off the fabric. The face is prepared with enough suction to permit the paint to penetrate sufficiently to get a good hold and thus prevent future crazing or peeling and is at the same time hard enough to turn out a good level finish. The fabrics are strong and impart real life to the wall itself, helping it to withstand cracking and protecting it from rough usage.



FOR ANY ADDITIONAL INFORMATION WRITE OR CALL OUR CONTRACT DEPT. – 3262 WILSHIRE BLVD.,

styl-o-vin – DURABLE VINYL–IMPREGNATED WALL FABRIC AVAILABLE FROM STOCKWELL

Meets the demands of functional architecture at a practical cost! New "Non-Directional" designs equally comfortable and smart in commercial installations or homes. Versatile! Reliable! Impressive! Choose from a wide range of colors and patterns: Star-frost, Unitones, Tweed, Straw, Mist, Interlocking, Penline, Tone, Twig.

Styl-o-vin passes all states flame-spread requirements. Styl-o-vin keeps installation costs down, being the only vinyl that can be hung with inexpensive wheat paste.

PRICED TO MEET THE MOST COMPETITIVE BID

OLD WORK: All surfaces shall be thoroughly cleaned by the contractor of all dirt, grease, wallpaper, or calcimine. Gloss or semi-gloss paint surfaces shall be cut with a solution of sal soda and thoroughly rinsed. All cracks, broken areas and other irregularities shall be cut out and properly spackled and allowed to dry thoroughly. All surfaces shall be well sanded with coarse sandpaper by the contractor to provide a smooth, level surface. Adhesium, Sisk size or equal is to be applied by the contractor, as specified by manufacturer of the size, to all freshly plastered surfaces only, but not to painted surfaces. A paste fortifier, such as Staz-Tite or Adhesium, may be added to the paste to increase its adhesion.

HANGING

A good commercial paste shall be used by the contractor. If conditions require a waterproof or steamproof installation, use special FC-100 adhesive (available at Styl-O-Vin distributors); also recommended for corridors and other heavy traffic areas. No lapping permitted. All seams to be butted. (To butt seams properly they should be lapped very slightly and pressed into butted position with a seam roller.)

VINYL IMPREGNATED FABRIC

Rugged cotton fabric is integrated with pure vinyl to form a permanently inseparable, enduring wall covering. New "locked-in" process means you can actually immerse Styl-O-Vin in boiling water for 30 minutes or much longer without any harmful effect.

SCUFFPROOF — CAN'T CHIP OR PEEL

Ideal for work-service-play areas. Extraordinary resiliency resists shock and scuffing from furniture, toys or household equipment. To prove it . . . try the nail file test, and see how much abuse this material can take!

STAIN RESISTANT

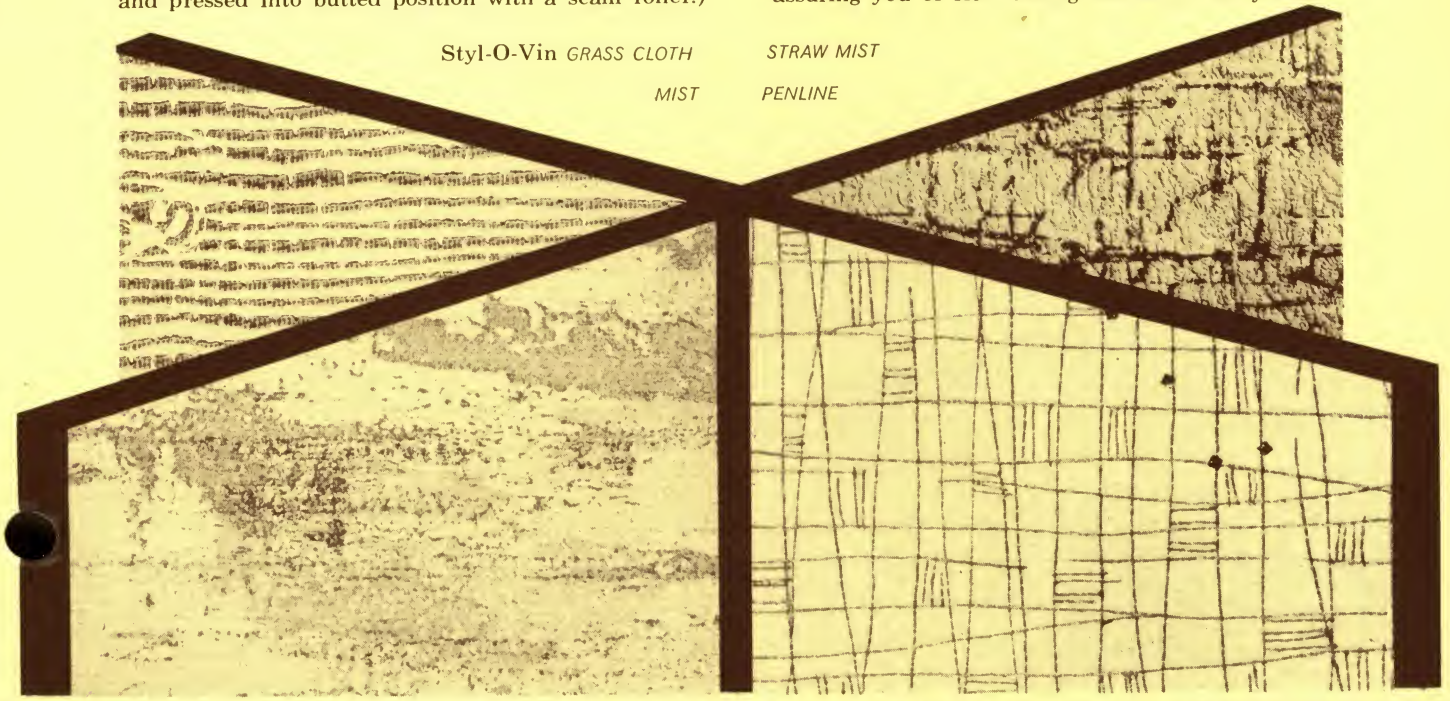
Styl-O-Vin is highly resistant to stain and soil. Finger marks, dirt, grease, ink, crayon, fruit juices wash right off. Also resistant to acids and alkalis. Disinfectants, fumigants and bleaches can be safely used.

THOROUGHLY SCRUBBABLE

Scrub Styl-O-Vin as often and as hard as you like with ordinary household soaps or detergent cleaners and for years it will retain its original freshness. For best results use a bristle scrubbing brush!

SUNFAST

Styl-O-Vin colors and backgrounds are laboratory tested to resist 200-hour fadometer exposure tests, assuring you of rich-looking decoration for years.



LOS ANGELES 5, DU-NKIRK 7-3231 OR 563 SUTTER ST., SAN FRANCISCO 2, EX-BROOK 2-1809

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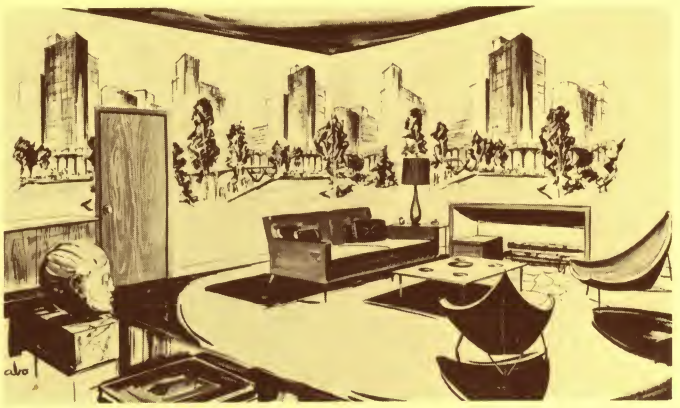
WHATEVER YOUR WALLPAPER CHOICE REMEMBER–STOCKWELL STOCKS IT!

Make your *one stop* for more beautiful walls at Stockwell — the West's major distributor for America's finest lines! For over half a century, Stockwell has been known for excellence of quality, stock and design . . . has served the entire wallpaper industry with distinction. Now . . . let Stockwell serve *you.*



Cityscape is just one of many scenic designs available from Stockwell

SCENICS — PRACTICAL AS WELL AS BEAUTIFUL

In Stockwell's exclusive Celkote process, the cells of specially formulated inks actually fuse with the fibres of vinyl-coated papers to provide superior washability and stain resistance. *Stockwell also offers* Zuber Imported Scenic Wallpapers, Chinese Handpainted Designs, Piedmont Scenics and Photomurals.

REPEAT PATTERNS OFFER VERSATILITY

With Stockwell's companion papers and correlated fabrics, room-to-room harmony is easily achieved, decorative possibilities are endless! Papers are plastic-sealed for easy cleaning, color locked and guaranteed sunfast. *Stockwell also offers* Warner Creations, Thibaut's "Designs of Today," all the nation's leading papers.

TEXTURES FOR INTEREST AND EFFECT

Stockwell offers some of the newest, most striking textured wall coverings — elegant to earthy, gossamer to heavy duty. Handsome hand-flocked papers and plush paper-backed felts. Salubra and Tekko scrubbable wallpapers. Oriental Grass and Silk textures.

Stockwell
WALLPAPER

DECORATOR SHOWROOM: 103 S. Robertson Blvd., Los Angeles
OTHER SHOWROOMS: Pasadena, Beverly Hills, San Francisco

3262 Wilshire Blvd., Los Angeles, Calif.

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SALUBRA *GRASS CLOTH MEDIUM*
GRASS CLOTH MEDIUM *GRASS CLOTH HEAVY*